ORDER FOR SUPPLIES OR SERVICES

IMPORTANT: Mark all packages and papers with contract and/or order numbers.

1. DATE OF ORDER: 05/19/2011

2. CONTRACT NO. *(If any)*: EP-W-11-015

3. ORDER NO.: 0001

4. REQUISITION/REFERENCE NO.: PR-OW-11-00257

5. ISSUING OFFICE *(Address correspondence to)*
HPOD
US Environmental Protection Agency
Headquarters Procurement Operations
Ariel Rios Building
1200 Pennsylvania Avenue, NW
Washington DC 20460

6. SHIP TO:
a. NAME OF CONSIGNEE: Cara Lalley
b. STREET ADDRESS: US Environmental Protection Agency
TOPO Email: lalley.cara@epa.gov
c. CITY
d. STATE
e. ZIP CODE
f. SHIP VIA

7. TO: NA
a. NAME OF CONTRACTOR: ALON INC
b. COMPANY NAME
c. STREET ADDRESS: 6800 VERSAR CENTER
STE 303
d. CITY: Springfield
e. STATE: VA
f. ZIP CODE: 22151

8. TYPE OF ORDER
- [ ] a. PURCHASE
REFERENCE YOUR:
Please furnish the following on the terms and conditions specified on both sides of this order and on the attached sheet, if any, including delivery as indicated.
- [x] b. DELIVERY
Except for billing instructions on the reverse, this delivery order is subject to instructions contained on this side only of this form and is issued subject to the terms and conditions of the above-numbered contract.

9. ACCOUNTING AND APPROPRIATION DATA: See Schedule

10. REQUISITIONING OFFICE: Reconstruct Originating Office

11. BUSINESS CLASSIFICATION *(Check appropriate box(es))*
- [x] a. SMALL
- [ ] b. OTHER THAN SMALL
- [ ] c. DISADVANTAGED
- [ ] g. SERVICE-DISABLED VETERAN-OWNED
- [ ] d. WOMEN-OWNED
- [ ] e. HUBZone
- [ ] f. EMERGING SMALL BUSINESS

12. F.O.B. POINT: Destination

13. PLACE OF
a. INSPECTION: Destination
b. ACCEPTANCE: Destination

14. GOVERNMENT B/L NO.

15. DELIVER TO F.O.B. POINT ON OR BEFORE *(Date)*

16. DISCOUNT TERMS

17. SCHEDULE *(See reverse for Rejections)*

ITEM NO. (a)	SUPPLIES OR SERVICES (b)	QUANTITY ORDERED (c)	UNIT (d)	UNIT PRICE (e)	AMOUNT (f)	QUANTITY ACCEPTED (g)
	DUNS Number: (b)(4) Communications Support for the Office of Science and Technology's Resources Management and Information Staff TOPO: Cara Lalley Max Expire Date: 03/31/2015 Continued ...					

18. SHIPPING POINT

19. GROSS SHIPPING WEIGHT

20. INVOICE NO.

17(h) TOTAL *(Cont. pages)*: $131,538.67

SEE BILLING INSTRUCTIONS ON REVERSE

21. MAIL INVOICE TO:
a. NAME: RTP Finance Center
b. STREET ADDRESS (or P.O. Box): US Environmental Protection Agency
RTP-Finance Center (D143-02)
109 TW Alexander Drive
c. CITY: Durham
d. STATE: NC
e. ZIP CODE: 27711

17(i) GRAND TOTAL: $131,538.67

22. UNITED STATES OF AMERICA BY *(Signature)*

23. NAME *(Typed)*: Bradley Austin
TITLE: CONTRACTING/ORDERING OFFICER

ORDER FOR SUPPLIES OR SERVICES
SCHEDULE - CONTINUATION

IMPORTANT: Mark all packages and papers with contract and/or order numbers.

DATE OF ORDER	CONTRACT NO.	ORDER NO.
05/19/2011	EP-W-11-015	0001

ITEM NO. (a)	SUPPLIES/SERVICES (b)	QUANTITY ORDERED (c)	UNIT (d)	UNIT PRICE (e)	AMOUNT (f)	QUANTITY ACCEPTED (g)
	Admin Office: HPOD US Environmental Protection Agency Headquarters Procurement Operations Ariel Rios Building 1200 Pennsylvania Avenue, NW Washington DC 20460 Accounting Info: 11-12-B-28A-202BD4B20-2505-1128CA1010-001 BFY: 11 EFY: 12 Fund: B Budget Org: 28A Program (PRC): 202BD4B20 Budget (BOC): 2505 DCN - Line ID: 1128CA1010-001 Period of Performance: 06/14/2011 to 03/31/2015					
0001	Communications Support for OST/RMIS Fully Funded Obligation Amount$31,932.55				31,932.55	
0002	Communications Support for OST/RMIS Option Period 1 (Option Line Item) 03/01/2012				32,574.33	
0003	Communications Support for OST/RMIS Option Period 2 (Option Line Item) 03/01/2013				33,194.11	
0004	Communications Support for OST/RMIS Option Period 3 (Option Line Item) 03/03/2014				33,837.68	
	The obligated amount of award: $31,932.55. The total for this award is shown in box 17(i).					
	TOTAL CARRIED FORWARD TO 1ST PAGE (ITEM 17(H))				$131,538.67	

Base Period: 6/14/11 to 1/31/12

Base Period	**PRIOR AMOUNT**	**INSTANT MODIFICATION**	**NEW AMOUNT**
Ceiling:		(b)(4)	
Estimated Cost	$0.00		
Fixed Fee	$0.00		
Cost Plus Fixed Fee	$0.00	+$325,276.00	$325,276.00
Funded:		(b)(4)	
Allocated Cost	$0.00		
Fixed Fee	$0.00		
Limitation of Cost	$0.00	+$160,000.00	$160,000.00

2. The limitation of funds clause has been modified as follows:
Base Period: **6/14/11 to 1/31/12**

Pursuant to the Limitation of funds clause, incremental funding in the amount of (b)(4) is allotted to cover estimated cost. Funds in the amount of (b)(4) are provided to cover the corresponding increment of fee. The amount allotted for costs is estimated to cover the contractor's performance through 5 October **2011.**

(b) The provisions of the clause entitled "Limitation of Funds" shall become inapplicable at such time as an amount equal to the sum of the estimated cost and fees, set forth elsewhere in this task order, is allotted to this contract and the clause entitled "Limitation of Cost" shall then be applicable to this order."

3. As a result of the available funds, and in accordance with Section B.5 of the contract, the following clause is added:
(a) Pursuant to the clause in this contract entitled "Limitation of Funds," funds have been allotted for the payment of allowable costs and fees estimated to be incurred for the task order period ending approximately 14 October 2010. The Contractor shall notify the Contracting Officer in writing whenever it has reason to believe that the costs it expects to incur under this task order in the next 60 days, when added to all costs previously incurred, will exceed 75 percent of the total amount so far allotted to the task order by the Government. The notice shall state the estimated amount of additional funds required to continue performance for the period specified in the Schedule.

4) The Contractor is to perform in accordance with the TORFP (previously numbered #FA1-020 & FA1-021) and their Task Order proposal.

STATEMENT OF OBJECTIVES

2.1 OVERVIEW

Who OST Is and What We Do
OST sets national environmental goals for the quality of the nation's waters and provides tools to make and measure progress toward meeting those goals. OST helps ensure that water programs reflect the latest scientific knowledge about how water becomes polluted, the impacts of that pollution, and how best to reduce and control it. Under the authority of the Clean Water and Safe Drinking Water Acts, OST produces technology-based standards, analytical methods, science-based water quality criteria, water quality standards regulations and policy, and tools that help water program managers protect people and the aquatic environment. OST works closely with our EPA regional offices, other federal agencies, state and tribal co-regulators, industry, and environmental groups to establish and maintain a consistent level of science-based protection of our water resources across the country. State, tribal and local governments use the information we generate to set goals for the use of their waters and then to set limits on pollutants to support those goals. Our professionals help translate theoretical research into applied science that water programs nationwide use to protect water quality.

OST has an Immediate Office, or Resources Management and Information Staff (RMIS), as well as three divisions: Engineering and Analysis, Standards and Health Protection, and Health and Ecological Criteria.

Overall Task Description
OST managers and staff need communications and outreach materials that convey information to internal and external audiences concerning program requirements, goals, accomplishments, environmental and health impacts, policies, plans, underlying science, and initiatives. With such a variety of work being done in the office and with partners outside of OST, materials are needed that will not only highlight individual program achievements for others to learn about, but will also tie together our varied programs to present a more cohesive organization. In addition, OST managers and staff need support in responding to quick turn-around requests for information from other parts of EPA and a variety of stakeholders outside of EPA. For OST/RMIS to meet these communications and outreach needs, contractor support will be required to develop a variety of products on fairly short notice.

2.2 OBJECTIVES

This section states the performance-based objectives relating to this specific task.

1. Support OST, through the development of high quality communications and outreach materials, in conveying the following types of information: OST's role within OW, EPA, and the federal government; our impact on the environment and human health; and our key programs and priority issues. *(For a description of OST's mission, goals, and priorities, see the Background section of this document.)*

2. Highlight OST's accomplishments and improve awareness of our work through the creation of high-quality communications and outreach materials for OW/OST senior management and EPA/federal partners.
3. Provide quick turn-around support in developing communications materials that: (1) respond effectively to requests made by internal and external parties, and (2) convey to senior management and EPA/federal partners the utility of new products developed by OST technical staff.

2.3 REQUIREMENTS

This section defines the requirements of this task order, including tasks (or subtasks) to be performed and deliverables or services to be provided to meet the Task Order Objectives. The contractor shall address these requirements in the Technical Approach section of the proposal.

Task 1: Prepare Work Plan

The contractor shall prepare and submit a Work Plan (WP) to the TOPO as the first task of this TO. This requirement shall apply <u>unless</u> waived by the CO. During the life of this TO, a Work Plan shall be submitted for modifications that increase the scope of the TO. The length and detail of the Work Plan shall be appropriate to the size and complexity of the TO. The Work Plan shall serve to expand or clarify, as necessary, any element of the Contractor's Technical Proposal that requires further elaboration. The Work Plan shall include the written and verbal commitments covered in the Technical Proposal. Work on this TO can begin once the WP is approved by the TOPO and accepted as adequate by the ITS-BISS PO and CO.

Task 2: Prepare Deliverables

1. <u>Prepare OST Outreach Materials for External Audiences</u>- the contractor shall design and develop an array of outreach products including, but not limited to:
    - An estimated 10 new pieces of graphic art or images (e.g., graphics for PowerPoint presentations, photos for Web sites, technical drawings).
    - An estimated 5 outreach materials such as posters, interactive demonstration tools that can be used at an exhibit, and updates to existing outreach materials, as directed by the TOPO.
    - A CY2011 OST Annual Report, which conveys the Office's goals and successes for calendar year 2011. A draft outline and up to four rounds of edits will be needed to produce a final report. The final report must be delivered as (1) an editable Word document, (2) a "508-compliant" PDF with metadata for web posting, and (3) a printable version with all files necessary for the EPA print shop to complete printing.
2. <u>Outline an Office-Wide Strategy for OST Communications and Outreach for FY12</u>- the contractor shall advise the TOPO on best practices for planning future communications/outreach work across OST and outline a strategy that will help OST convey its communications/outreach priorities for FY12 to customers and stakeholders.
3. <u>Prepare Materials on Quick Turnaround Basis</u>- for quick turn-around responses to information requests from internal and external parties:

    a) Develop materials such as key messages, posters, fact sheets, and anticipated questions and answers related to particular OST products and actions, as directed by the TOPO.

b) Conduct Internet research and other literature searches to quickly gather statistics, scientific background information, quotes and other types of information that can be used to prepare senior managers for short-notice speeches/presentations, media interviews, Congressional testimony, and discussions with stakeholders.

c) Design MS PowerPoint presentations using draft content provided by the TOPO (e.g., develop cover slide with appropriate EPA logo, standardize the format for each slide, ensure language is in parallel tense, add relevant photos/graphics)

The TOPO may request up to 5 quick-turnaround deliverables.

Constraints on Deliverables

1) EPA's Office of External Affairs Product Development Guidelines must be followed. These resources are available at: http://intranet.epa.gov/prodreview/guide/index.html
2) If applicable, deliverables will be prepared in accordance with:
   a. Section 508 of the Rehabilitation Act
   b. Government Paperwork Elimination Act
   c. Applicable OMB Guidance
   d. Additional guidance as specified by the TOPO
3) With regard to the support for quick turn-around efforts, the contractor shall ensure the following:

- A team of staff is immediately available to support required project efforts, including any necessary systems and technical support for producing information summaries and conducting information research.
- Any information summaries developed by the contractor will be: accurate, responsive to the issue or question posed by OST, presented in a clear and succinct manner, meet the specifications provided by OST, and delivered by the due dates established by OST.

Deliverable	Estimated Due Date
TO Work plan	2 weeks after TO award
OST Communications/Outreach Strategy Outline	September 30, 2011
Up to 10 new graphics/images	Per technical direction
Up to 5 outreach materials	Per technical direction
OST Annual Report for CY11	February 28, 2012
Up to 5 quick-turnaround information searches and materials	Per technical direction

2.4 OTHER PROPOSAL INFORMATION

This section provides additional information on the task order requirements, period of performance, and level of effort for this proposed task order.

2.4.1 On-site Contractor Support

__ Yes _X_ No. The task order requires on-site contractor support.

If yes, please describe the specific support to be provided on-site.

2.4.2 Government Furnished Space or Property (GFP)

__ Yes _X_ No. The task order involves the provision of government space.

Describe the government location where the support work shall be provided. Describe office facilities (e.g., cubicle) to be provided at the government site.

__ Yes _X_ No. The task order involves the provision of GFP.

Please describe the specific property to be provided as well as state the requirements for maintaining and accounting for this property, if applicable.

2.4.3 Additional Progress or Financial Reporting

__ Yes _X_ No. The task order requires additional progress or financial reporting.

If yes, please describe the type and frequency of the additional reporting required (e.g., Is Earned Value Management reporting required? Will the contractor be asked to report spending by each deliverable or product produced?)

Note: The ITS-BISS contract requires the contractors to provide a monthly progress report to the TOPO. Monthly reports describe progress on TO activities and funds spent. The CO can provide more information content and format of the monthly contractor progress report.

2.4.4 Period of Performance and Options Periods

___This TO will have a Base Period of Performance (POP) starting from date of award and ending [insert date]. This TO will <u>not</u> have Option Periods.

_X_This TO will have a Base POP starting from date of award and ending March 31, 2012. This TO will have three Option Period(s).

_X_ Option Period 1 will start April 1, 2012 and end March 31, 2013.
_X_ Option Period 2 will start April 1, 2013 and end March 31, 2014.
_X_ Option Period 3 will start April 1, 2014 and end March 31, 2015.